

What is claimed is:

1. A method of initializing a player tracking unit on a gaming machine, the method comprising:
 - 5 establishing communications with a player tracking server;
 - loading a player tracking protocol for communicating with said player tracking server from among a plurality of different player tracking protocols;
 - establishing communications with a master gaming controller on a gaming machine;
- 10 loading a gaming machine protocol for communicating with a master gaming controller on said gaming machine from among a plurality of different gaming machine protocols; and
- performing one or more player tracking functions.

15 2. The method of claim 1, further comprising:
sending said gaming information to the player tracking server.

3. The method of claim 1, further comprising:
determining the player tracking server type.

20 4. The method of claim 1, further comprising:
determining the gaming machine type.

5. The method of claim 1, further comprising:
determining one or more peripheral device types.

25 6. The method of claim 1, further comprising:
determining a plurality of player tracking functions to execute on the player tracking unit and configuring the player tracking unit to execute said plurality of
30 player tracking functions.

7. A method of designing a player tracking unit:
selecting a gaming machine type;
selecting one or more peripheral device types;

consulting a table of standard dimensions and a table of standard layout types for designing a housing enclosing the player tracking unit that conforms to the gaming machine type and the peripheral device types;

5 selecting housing dimensions and a housing layout type for said housing;
 consulting a table of standard dimensions and standard attachment means for mounting each peripheral device type to said housing; and
 selecting a standard dimension and standard attachment means for each peripheral device type.

10 8. The method of claim 7, further comprising:

 consulting a table of standard dimensions and a standard layout types for designing a housing enclosing a logic device designed or configured to collect data from the gaming machine type and

15 selecting a logic device housing dimension and a logic device layout type conforming to the gaming machine type.

9. A method of designing and producing a player tracking unit for installation in a gaming machine, the method comprising:

20 identifying one or more components to be included in the player tracking unit;
 defining a housing for the player tracking unit, which housing is designed having dimensions conforming to dimensions specified in a standard for player tracking units in gaming machines; and
 producing the player tracking unit having the defined housing and one or more components.

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10. The method of claim 9, further comprising:

 defining an arrangement of the one or more components with respect to one another in housing, wherein the arrangement conforms to said standard for player tracking units in gaming machines.

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11. The method of claim 10, wherein the player tracking unit is an after market unit for the gaming machine.

12. A method of configuring a player tracking device, the method comprising:

- Loading initial player tracking software;
 - establishing a communication connection with a remote server;
 - downloading at least one of additional player tracking software or player tracking software settings from said remote server; and
- 5 modifying the initial player tracking software using the additional player tracking software or the player tracking settings;
- performing one or more player tracking functions using said modified player tracking software.

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